YOUR MUNI MEMO

THE OPERATOR AND YOU, THE PASSENGER

A portion of the 1960 Grand Jury's report on your Municipal Railway focuses attention on "Passenger-Operator Relations." The comment is so pertinent that the general subject is selected for this, the second issue of "Muni Memo to You."

In the gigantic task of providing transportation for nearly 670,000 riders on the average weekday, there are occasions when an operator must ask a patron about the use of a transfer or discuss some application of regulations. Railway rules require that such inquiries be made quietly so as not to attract undue attention, and in a most courteous manner so as to avoid possible cause for resentment.

At recent meetings of Railway management and representatives of your car and coach operators, a sincere objective was indicated by all in emphasizing courtesy and consideration for our patrons as an essential part of Muni service.

However, it is recognized that situations arise when a patron may have reservations about being addressed by an operator for any reason. In that respect, we believe the Grand Jurors are in a favorable position to comment, and excerpts from their report are given on Page 2.

The management of your Muni transit system will continue to exert every effort in a continuing program designed to provide you with the best possible service consistent with reasonable economy, and at the same time emphasizing the prime elements of safety and courtesy.

SAFETY • COURTESY • SERVICE

(B)

YOUR GRAND JURY SAYS:

We are of the opinion that the conduct of this Utility is in good hands, that those responsible are making a sincere effort to serve our people so as to make available to them good transportation at a minimum of cost . . .

The operators of its vehicles represent the Railway in the eyes of its riders, and for that matter to the general public . . . the customers of the Railway . . . and the impressions they leave with the patrons can create good will for the Muni, or, conversely, by an ill-tempered word or thoughtless act engender an atmosphere of resentment that harbors little good for anyone . . .

There is an indicated need whereby both the public and operating personnel may be brought to the realization that the Railway is THEIR'S; that since in fact they are co-owners of the system, they be urged to show patience and exercise restraint one toward the other when circumstances cause tempers to flare; that a spirit of cooperation between public and personnel be encouraged to assist the Railway in providing the excellent service it is equipped to provide; and, lastly, to educate all concerned to accept the premise that there are factors beyond human control that can, and often do, nullify the Railway's potential to give good service at all times and under all conditions. (From Report of 1960 Grand Jury, City and County of San Francisco.)

MORE THAN 600,000 riders board your Municipal Railway's transit vehicles during the average weekday at nearly 4,000 passenger stops along 689 miles of routes.

The Railway touches all of us on a person-to-person basis the moment we step aboard one of its vehicles. It is then that the Railway, in the person of the operator, has a chance to make a friend, or a foe. It must not be overlooked that the passenger, too, by his attitude, can do much to keep his relation with the Railway on a friendly basis, free of argument or rancor . . .

It is sad, but true, that there are persons who are poised and ready to heap abuse and criticism on the Railway and its representatives at the slightest provocation. At times the criticisms are justifiable, often they are not. When an incident occurs, it involves an operator. If management finds the operator was negligent or at fault, he is reprimanded or otherwise disciplined . . .

YOUR MUNI'S 15-cent fare for regular service with full free transfer privileges is one of the nation's biggest transit bargains. Only two other major cities, New York and New Orleans, can match this low transportation cost.

EVERY MONTH A "MUNI MAN"

"He is valuable because he is a good public relations man to an often irate public . . . He always is patient, courteous and cooperative to passengers . . . A splendid and safe driver" . . . These are some of the many comments from patrons of your Municipal Railway which helped in the recent selections of the "Muni Man of The Month."

For more than a decade, our "Muni Men" have been symbols of your Railway's unceasing endeavor to provide safe and courteous service to our riders. Although many of our operators are deserving of the title of "Muni Man," the selection of one each month is in recognition of the efforts of the many to serve the citizens of San Francisco.

NICK GVOZDICH
No. 28 Line

G. T. GUNDERSON
No. 2 Line

JOSE MARQUEZ
No. 60 Line

Most recent "Muni Man" awards went to: Nick Gvozdich, 34, of the No. 28 (Nineteenth Avenue) Line with a five-year Safe Driving Award; George T. Gunderson, 56, of the No. 2 (Clement Street) Line with a four-year Safe Driving Award, and Conductor Jose Marquez of the No. 60 (Powell-Hyde) Cable Car Line.

If you have a nomination for "Muni Man of the Month," please send it with the operator's cap number to the Municipal Railway, 949 Presidio Avenue, San Francisco 15. The monthly award winner receives $50 donated by Fielder, Sorensen & Davis, transit advertising firm.

MUNI MEMO TO YOU—VOL. 1, NO. 2

MARCH-APRIL, 1961

NWS_F06-02